



Get a glimpse of the creative industry's AI-powered future

1 message

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Think with Google

AI AND CREATIVITY | AUG 2024

A new era of creativity: Insights from leaders in AI



We know AI is influencing the creative process — but what does that mean on the ground? To find out, we interviewed 15 global leaders who are already using AI to redefine creativity. Their insights reveal three key steps that pave a sustainable way for businesses to incorporate AI into their everyday operations.

Whether it's creating dedicated task forces, using essential AI tools throughout the creative process, or building transformational AI experiences, these advertisers and agencies have mapped the journey from the start to the cutting edge. Discover how you, too, can integrate these practices into your organizational journey and take your creative work even further.

[Get a glimpse of the creative industry's AI-powered future](#)

Expanding marketing and creative potential with AI

Vidhya Srinivasan, VP and general manager, ads at Google spoke at the 2024 Cannes Lions International Festival of Creativity about AI and creativity. Reflecting on the power of generative AI, she said: "Scale, speed, and customization will reach new levels."

Read an edited excerpt from her remarks, as she shares how playing with AI can generate an infinite universe of ideas.

[Unlock new heights of creativity and performance](#)

AI for marketing: from hype to how

To help marketers get their heads around the opportunities and how to make the most of what AI enables, we've developed a framework for how to put AI to work in your marketing. With it, you can understand the essential actions you can take to get started and how to scale when you're ready.

[Put Google AI to work for your business today](#)

Data Spotlight

76%

of marketers who are already using AI in the creative process report that it boosted marketing performance.

[Source:](#) Think with Google, Aug 2024

Hear from industry leaders

“We talk a lot about AI being a collapsing function. If you think about insights to creative, for instance, the internal rallying cry is ‘from three months to three prompts.’”

Wesley ter Haar, Co-founder, Media.Monks

[Source:](#) Think with Google, July 2024

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